

I SEMESTER

17MB101-PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

Objective of the Course:

- To gain basic understanding of principles of management including planning, organizing, directing and controlling
- To gain basic understanding of concepts for managing people including motivating, leading
- To improve ability to examine managerial issues and problems and to develop feasible alternatives that can result in better decision making
- To develop an awareness of multiple approaches that can be used to resolve managerial problems
- To give basic perspectives of theories underlying organizational behavior. This will form foundation for further study of functional areas of management and give a conceptual framework for understanding of individual behavior in Organization.

Unit-1

(12 Hours)

Managers and management: Meaning of management, roles of managers, skills of managers, process of management, functions of management, evolution of management

Unit-2

(12 Hours)

Planning and decision making: Meaning of planning, planning process, types of plans, management by objectives, decision making, decision making process, decision making tools – individual Vs group decision making, organizational design and structures.

Unit-3

(12 Hours)

Directing: Motivation, theories of motivation, leadership, approaches to leadership, controlling, process of controlling, techniques of controlling.

Unit-4

(12 Hours)

Introduction to Organizational behavior: Organizational behavior, nature and levels of organizational behavior, individuals in organization, individual differences.

Personality: Personality and determinants of personality, the big 5 model of personality, organizationally relevant personality traits.

Perception: The nature of perception, characteristics of the perceiver, target and situation, perceptual problems.

Unit-5

(12 Hours)

Group dynamics: group dynamics, types of groups, formation of groups, teams and creating effective work teams. **Power & politics, managing conflicts and group dynamics:** power, identifying sources of power in an organization, politics and personality development for encountering politics.

Conflicts: Understanding conflicts, types of conflicts, Pondy's model of organizational conflict, conflict resolution strategies, allowing functional conflict for organizational effectiveness.

Skill Development:

1. *(These activities are only indicative, the Faculty member can innovate)*
2. Different types of Organization Charts (structure).
3. Chart of Staffing.
4. Graphic representation of Maslow's Theory.
5. Chart on Media of Communication.
6. Draft Control chart of different industry/business groups.
7. Prepare list of corporate strategies that are adopted by Indian Companies to face the challenges of competition.
8. Select a successful retail store and give details of factor leading to its success.
9. Select a failed venture, if any known to you, and bring out reasons for its failure (Note what we learn from these success & failure stories).
10. Select a company and prepare a SWOT analysis for the same.
11. Mention the characteristics and skills of managers in the 21st century.
12. List out some unethical practices prevailing in an organization.
13. Undertake a study of some ethical practices followed by an organization.
14. Survey on resistance to changing policies in The Banking Sector, The IT Sector
15. Undertake a study to find out the various non-financial incentives used to motivate employees.
16. A study in job enrichment and factors contributing to absenteeism and employee turnover in any industry of your choice.
17. Analyze the characteristics and components of attitudes.
18. Perform a study on the determinants of personality of a group of individuals.
19. Analyze the organizational culture and climate in the BPO industry.

20. Conduct a study on the reasons for attrition in the BPO industry.

Text books:

1. Samuel C. Certo, S. Trevis Certo: Modern Management, 10/e, Prentice-Hall, New Delhi, 2007
2. Stephen P. Robbins, Timothy A. Judge: Organizational behavior, 17/e, Person, 2015.

Reference Books:

1. Jennifer George and Gareth Jones “Understanding and Managing Organizational Behavior”, Published by Pearson Education Inc.
2. Jon L Pierce and Donald G. Gardner, “Management and Organizational behavior”, Cengage Learning India (P) Limited.
3. Richard Pettinger, “Organizational Behaviour”, 2010 Routledge.
4. Dipak Kumar Bhattacharya, “Organizational Behavior, Concepts and Applications”, Oxford.
5. K. Aswathappa, “Organizational behavior”, Himalaya Publishing House.
6. R. Satya Raju and A. Parthasarathy, “Management”, 2009, PHI Learning (P) Limited.
7. John Schermerhorn, Jr., James G. Hunt and Richard N. Osborn, “Organizational Behaviour”, 10th edition, Wiley India Edition.
8. Karminder Ghuman and K. Aswathappa, “Management”, Tata McGraw Hill. New Delhi.
9. Arun Kumar and N. Meenakshi, “Organizational Behavior, A modern approach”, Vikas.
10. VSP Rao, “Organizational Behavior”, 2009, Excel, New Delhi.
11. Jai B.P. Sinha, “Culture and Organizational Behavior”, 2008, Sage Publications.
12. Stephen P. Robbins, Jennifer George and Gareth Jones, “Management and Organizational Behaviour”, Pearson Education Inc.
13. Dr. S. S. Khanka, “Organizational behavior”, S. Chand.
14. Sarma VS Veluri, “Organizational Behaviour”, Jaico Publishing House.
15. RS Dwivedi, “Human Relations and Organizational behavior”, Macmillan.